

INVOICE



WFSB
 333 Capital Blvd
 Rocky Hill, CT 06067
 Main: (860)728-3333
 Billing: (404)325-4646

Invoice #	Invoice Date	Invoice Month	Invoice Period
497687-1	10/21/12	October 2012	10/01/12 - 10/19/12

Station	Account Executive	Sales Office	Sales Region
WFSB	Heather Uttley	HRP-WASHING	National

Billing Address:

Waterfront Strategies
 Attention: Accounts Payable
 1010 Wisconsin Ave, NW
 #800
 Washington, DC 20007

Send Payment To:

WFSB
 BOX 13034
 Newark, NJ 07188-0034

Advertiser	Product	Estimate Number
Majority PAC	MAJORITY PAC	1986

Flight Dates	Order #	Alt Order #
10/06/12 - 10/19/12	497687	06364887

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	94	100

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/08/12	10/19/12	10am-11am	10am - 11am	MTWTF--	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 10:25 AM 10am-11am 10am - 11am :30 SMPCT120230H \$500.00 NM 2 WFSB W 10/10/12 10:58 AM 10am-11am 10am - 11am :30 SMPCT120230H \$500.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WFSB Tu 10/16/12 10:28 AM 10am-11am 10am - 11am :30 SMPCT120230H \$500.00 NM 4 WFSB F 10/19/12 10:58 AM 10am-11am 10am - 11am :30 SMPCT120230H \$500.00 NM									
2	10/08/12	10/19/12	11a-12p Price is Right	11am - 12pm	MTWTF--	:30	3	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 3 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 10/08/12 11:30 AM 11a-12p Price is Right 11am - 12pm :30 SMPCT120230H \$750.00 NM 3 WFSB W 10/10/12 11:29 AM 11a-12p Price is Right 11am - 12pm :30 SMPCT120230H \$750.00 NM 1 WFSB Th 10/11/12 11:59 AM 11a-12p Price is Right 11am - 12pm :30 SMPCT120230H \$750.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WFSB Tu 10/16/12 11:30 AM 11a-12p Price is Right 11am - 12pm :30 SMPCT120230H \$750.00 NM									
3	10/08/12	10/19/12	CBS Soaps	1230-2p	MTWTF--	:30	3	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 3 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 10/09/12 1:29 PM CBS Soaps 1230-2p :30 SMPCT120230H \$750.00 NM 2 WFSB W 10/10/12 12:58 PM CBS Soaps 1230-2p :30 SMPCT120230H \$750.00 NM 3 WFSB F 10/12/12 1:59 PM CBS Soaps 1230-2p :30 SMPCT120230H \$750.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WFSB M 10/15/12 1:29 PM CBS Soaps 1230-2p :30 SMPCT120230H \$750.00 NM									

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Advertiser	Product	Estimate Number
Majority PAC	MAJORITY PAC	1986

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
3	10/08/12	10/19/12	CBS Soaps	1230-2p	MTWTF--	:30	3	\$750.00	NM
4	10/08/12	10/19/12	Eyewitness News	12pm - 12:30PM	MTWTF--	:30	5	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 10/08/12 12:26 PM Eyewitness News 12pm - 12:30PM :30 SMPCT120230H \$750.00 NM 4 WFSB Tu 10/09/12 12:29 PM Eyewitness News 12pm - 12:30PM :30 SMPCT120230H \$750.00 NM 1 WFSB W 10/10/12 12:21 PM Eyewitness News 12pm - 12:30PM :30 SMPCT120230H \$750.00 NM 3 WFSB Th 10/11/12 12:14 PM Eyewitness News 12pm - 12:30PM :30 SMPCT120230H \$750.00 NM 5 WFSB F 10/12/12 12:23 PM Eyewitness News 12pm - 12:30PM :30 SMPCT120230H \$750.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WFSB W 10/17/12 12:20 PM Eyewitness News 12pm - 12:30PM :30 SMPCT120230H \$750.00 NM									
5	10/08/12	10/19/12	3pm-4pm Syndication	2:58pm-4pm	MTWTF--	:30	5	\$525.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$525.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WFSB M 10/08/12 3:12 PM 3pm-4pm Syndication 2:58pm-4pm :30 SMPCT120230H \$525.00 NM 1 WFSB Tu 10/09/12 3:58 PM 3pm-4pm Syndication 2:58pm-4pm :30 SMPCT120230H \$525.00 NM 4 WFSB W 10/10/12 3:11 PM 3pm-4pm Syndication 2:58pm-4pm :30 SMPCT120230H \$525.00 NM 5 WFSB Th 10/11/12 3:34 PM 3pm-4pm Syndication 2:58pm-4pm :30 SMPCT120230H \$525.00 NM 2 WFSB F 10/12/12 3:46 PM 3pm-4pm Syndication 2:58pm-4pm :30 SMPCT120230H \$525.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 1 \$525.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WFSB M 10/15/12 3:46 PM 3pm-4pm Syndication 2:58pm-4pm :30 SMPCT120230H \$525.00 NM									
6	10/08/12	10/19/12	4p-5p Dr. Oz	4pm-5pm	MTWTF--	:30	5	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 4:26 PM 4p-5p Dr. Oz 4pm-5pm :30 SMPCT120230H \$950.00 NM 2 WFSB Tu 10/09/12 4:39 PM 4p-5p Dr. Oz 4pm-5pm :30 SMPCT120230H \$950.00 NM 3 WFSB W 10/10/12 4:12 PM 4p-5p Dr. Oz 4pm-5pm :30 SMPCT120230H \$950.00 NM 4 WFSB Th 10/11/12 4:56 PM 4p-5p Dr. Oz 4pm-5pm :30 SMPCT120230H \$950.00 NM 5 WFSB F 10/12/12 4:38 PM 4p-5p Dr. Oz 4pm-5pm :30 SMPCT120230H \$950.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 MTWTF-- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WFSB Tu 10/16/12 4:28 PM 4p-5p Dr. Oz 4pm-5pm :30 SMPCT120230H \$950.00 NM									
7	10/08/12	10/19/12	Eyewitness News	5pm - 5:30pm	MTWTF--	:30	3	\$1,950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 3 \$1,950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 5:25 PM Eyewitness News 5pm - 5:30pm :30 SMPCT120230H \$1,950.00 NM 3 WFSB Tu 10/09/12 5:20 PM Eyewitness News 5pm - 5:30pm :30 SMPCT120230H \$1,950.00 NM 2 WFSB F 10/12/12 5:21 PM Eyewitness News 5pm - 5:30pm :30 SMPCT120230H \$1,950.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									

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Advertiser	Product	Estimate Number	
Majority PAC	MAJORITY PAC	1986	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	10/08/12	10/19/12	Eyewitness News	5pm - 5:30pm	MTWTF--	:30	3	\$1,950.00	NM
10/15/12 10/21/12 MTWTF-- 1 \$1,950.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WFSB W 10/17/12 5:26 PM Eyewitness News 5pm - 5:30pm :30 SMPCT120230H \$1,950.00 NM									
8	10/08/12	10/19/12	Eyewitness News	5:30pm - 6pm	MTWTF--	:30	3	\$1,950.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 MTWTF-- 3 \$1,950.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Tu 10/09/12 5:54 PM Eyewitness News 5:30pm - 6pm :30 SMPCT120230H \$1,950.00 NM 3 WFSB W 10/10/12 5:45 PM Eyewitness News 5:30pm - 6pm :30 SMPCT120230H \$1,950.00 NM 1 WFSB F 10/12/12 5:55 PM Eyewitness News 5:30pm - 6pm :30 SMPCT120230H \$1,950.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 MTWTF-- 1 \$1,950.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WFSB M 10/15/12 5:44 PM Eyewitness News 5:30pm - 6pm :30 SMPCT120230H \$1,950.00 NM									
9	10/08/12	10/19/12	Eyewitness News	6am - 6:30am	MTWTF--	:30	2	\$1,400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 MTWTF-- 2 \$1,400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 6:10 AM Eyewitness News 6am - 6:30am :30 SMPCT120230H \$1,400.00 NM 2 WFSB W 10/10/12 6:24 AM Eyewitness News 6am - 6:30am :30 SMPCT120230H \$1,400.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 MTWTF-- 2 \$1,400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WFSB Tu 10/16/12 6:08 AM Eyewitness News 6am - 6:30am :30 SMPCT120230H \$1,400.00 NM 4 WFSB Th 10/18/12 6:12 AM Eyewitness News 6am - 6:30am :30 SMPCT120230H \$1,400.00 NM									
10	10/08/12	10/19/12	Eyewitness News	6pm - 6:30pm	MTWTF--	:30	3	\$2,250.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 MTWTF-- 3 \$2,250.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 10/08/12 6:09 PM Eyewitness News 6pm - 6:30pm :30 SMPCT120230H \$2,250.00 NM 3 WFSB Tu 10/09/12 6:14 PM Eyewitness News 6pm - 6:30pm :30 SMPCT120230H \$2,250.00 NM 1 WFSB W 10/10/12 6:28 PM Eyewitness News 6pm - 6:30pm :30 SMPCT120230H \$2,250.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 MTWTF-- 1 \$2,250.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WFSB Tu 10/16/12 6:22 PM Eyewitness News 6pm - 6:30pm :30 SMPCT120230H \$2,250.00 NM									
11	10/08/12	10/19/12	Inside Edition	7pm - 7:30pm	MTWTF--	:30	4	\$1,600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 MTWTF-- 4 \$1,600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 10/08/12 7:10 PM Inside Edition 7pm - 7:30pm :30 SMPCT120230H \$1,600.00 NM 1 WFSB Tu 10/09/12 7:20 PM Inside Edition 7pm - 7:30pm :30 SMPCT120230H \$1,600.00 NM 4 WFSB Th 10/11/12 7:19 PM Inside Edition 7pm - 7:30pm :30 SMPCT120230H \$1,600.00 NM 3 WFSB F 10/12/12 7:11 PM Inside Edition 7pm - 7:30pm :30 SMPCT120230H \$1,600.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 MTWTF-- 1 \$1,600.00									

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Majority PAC	MAJORITY PAC	1986	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	10/08/12	10/19/12	Inside Edition	7pm - 7:30pm	MTWTF--	:30	4	\$1,600.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WFSB W 10/17/12 7:28 PM Inside Edition 7pm - 7:30pm :30 SMPCT120230H \$1,600.00 NM									
12	10/08/12	10/19/12	CBS: THE EARLY SHOW	7am - 9am	MTWTF--	:30	4	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 MTWTF-- 4 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WFSB M 10/08/12 8:46 AM CBS: THE EARLY SHOW 7am - 9am :30 SMPCT120230H \$800.00 NM 1 WFSB Tu 10/09/12 8:53 AM CBS: THE EARLY SHOW 7am - 9am :30 SMPCT120230H \$800.00 NM 4 WFSB W 10/10/12 8:37 AM CBS: THE EARLY SHOW 7am - 9am :30 SMPCT120230H \$800.00 NM 2 WFSB F 10/12/12 8:25 AM CBS: THE EARLY SHOW 7am - 9am :30 SMPCT120230H \$800.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 MTWTF-- 2 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WFSB M 10/15/12 8:47 AM CBS: THE EARLY SHOW 7am - 9am :30 SMPCT120230H \$800.00 NM 5 WFSB Tu 10/16/12 7:39 AM CBS: THE EARLY SHOW 7am - 9am :30 SMPCT120230H \$800.00 NM									
13	10/08/12	10/19/12	Entertainment Tonight	7:30pm - 8pm	MTWTF--	:30	4	\$1,600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 MTWTF-- 4 \$1,600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WFSB M 10/08/12 7:56 PM Entertainment Tonight 7:30pm - 8pm :30 SMPCT120230H \$1,600.00 NM 1 WFSB Tu 10/09/12 7:46 PM Entertainment Tonight 7:30pm - 8pm :30 SMPCT120230H \$1,600.00 NM 2 WFSB W 10/10/12 7:46 PM Entertainment Tonight 7:30pm - 8pm :30 SMPCT120230H \$1,600.00 NM 4 WFSB Th 10/11/12 7:41 PM Entertainment Tonight 7:30pm - 8pm :30 SMPCT120230H \$1,600.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 MTWTF-- 1 \$1,600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WFSB F 10/19/12 7:29 PM Entertainment Tonight 7:30pm - 8pm :30 SMPCT120230H \$1,600.00 NM									
14	10/08/12	10/19/12	9am-10am	9am - 10am	MTWTF--	:30	3	\$550.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 MTWTF-- 3 \$550.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 10/08/12 9:36 AM 9am-10am 9am - 10am :30 SMPCT120230H \$550.00 NM 1 WFSB Tu 10/09/12 9:54 AM 9am-10am 9am - 10am :30 SMPCT120230H \$550.00 NM 3 WFSB W 10/10/12 9:24 AM 9am-10am 9am - 10am :30 SMPCT120230H \$550.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 MTWTF-- 3 \$550.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WFSB W 10/17/12 9:48 AM 9am-10am 9am - 10am :30 SMPCT120230H \$550.00 NM 4 WFSB Th 10/18/12 9:46 AM 9am-10am 9am - 10am :30 SMPCT120230H \$550.00 NM 5 WFSB F 10/19/12 9:30 AM 9am-10am 9am - 10am :30 SMPCT120230H \$550.00 NM									
15	10/07/12	10/07/12	Giants/Browns	1:00pm - 7:00pm	-----1	:30	1	\$9,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----1 1 \$9,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/07/12 3:26 PM Giants/Browns 1:00pm - 7:00pm :30 SMPCT120230H \$9,500.00 NM									
16	10/07/12	10/07/12	Face the Nation	10:30am - 11:00am	-----1	:30	1	\$500.00	NM

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Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----1 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/07/12 10:59 AM Face the Nation 10:30am - 11:00am :30 SMPCT120230H \$500.00 NM									
17	10/07/12	10/07/12	Patriots Football	1:00pm - 7:00pm	-----1	:30	1	\$9,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----1 1 \$9,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/07/12 6:47 PM Patriots Football 1:00pm - 7:00pm :30 SMPCT120230H \$9,500.00 NM									
18	10/11/12	10/11/12	Big Bang/2.5 Men	8pm - 9pm	---1---	:30	1	\$8,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ---1--- 1 \$8,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Th 10/11/12 8:18 PM Big Bang/2.5 Men 8pm - 9pm :30 SMPCT120230H \$8,500.00 NM									
19	10/09/12	10/09/12	NCIS: LA	9pm - 10pm	-1-----	:30	1	\$9,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -1----- 1 \$9,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 10/09/12 9:36 PM NCIS: LA 9pm - 10pm :30 SMPCT120230H \$9,000.00 NM									
Total Spots							73		

Payment Terms Net 30 Days

<u>Gross Total</u>	\$112,650.00
<u>Agency Commission</u>	\$16,897.50
<u>Net Amount Due</u>	\$95,752.50